Amendments of the Claims:

A detailed listing of all claims in the application is presented below. This listing of claims will replace all prior versions, and listings, of claims in the application. All claims being currently amended are submitted with markings to indicate the changes that have been made relative to immediate prior version of the claims. The changes in any amended claim are being shown by strikethrough (for deleted matter) or underlined (for added matter).

1. (currently amended) A method of creating an automated natural language ~~interactive~~ product ~~comparison guide~~ recommendation system for providing customers with ~~comparisons between a plurality of products in a class, each~~ a personalized recommendation of a product having a plurality of features, ~~each feature having a scoring function which is used to rank different products based on their values of that feature, and~~ each customer being associated with a user profile comprising a collection of values of features that are considered to be suitable for a user ~~different types of users~~ of the product ~~class~~, comprising the steps of:

   a) developing feature text snippets for each feature, the snippets being phrases to be used when describing or referring to particular product features;

   b) developing user profile text snippets for each user profile, the snippets being phrases to be used when describing or referring to particular user profiles;

   c) providing generic phrases such that combining the generic phrases with feature text snippets and user profile text snippets produces a ~~comparison guide~~ personalized recommendation for the product ~~products~~ featuring dynamically generated fluent text that is used to convey a product ~~analyses~~ analysis and ~~recommendations~~ recommendation tailored to the user requirements and preferences.

2. (cancelled)

3. (previously presented) The method of claim 1, in which step (a) further comprises the step of testing the feature text snippets.

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4. (cancelled)

5. (previously presented) The method of claim 1, in which step (b) further comprises the step of testing the user profile text snippets.

6. (currently amended) The method of claim 1, further comprising the step of providing access to the product ~~comparison guide~~ recommendation over a computer network.

7. (currently amended) The method of claim 6, further comprising the step of providing customers with product ~~comparisons~~ recommendations over a computer network, by combining the generic phrases with feature text snippets and user profile text snippets ~~produces a comparison guide~~ to produce personalized recommendations for the products featuring dynamically generated fluent text that ~~is used to convey~~ conveys product analyses and recommendations tailored to the user requirements and preferences.

8. (currently amended) A method of providing customers with personalized natural language product recommendations ~~comparisons~~ over a computer network comprising the steps of:

a) creating an automated ~~interactive~~ product recommendation system ~~comparison guide~~ for providing customers with ~~comparisons between a plurality of products in a class, each~~ a personalized recommendation of a product having a plurality of features, ~~each feature having a scoring function which is used to rank different products based on their values of that feature, and each customer being associated with~~ based on a user profile comprising a collection of values of features that are considered to be suitable for ~~different types of users~~ a type of user of the product ~~class~~, comprising the steps of:

i) developing feature text snippets for each feature, the snippets being phrases to be used when describing or referring to particular product features;

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ii) developing user profile text snippets for each user profile, the

snippets being phrases to be used when describing or referring to

particular user profiles; and

iii) providing generic phrases;

b) accepting a request from a customer over a computer network, the request

comprising selecting a user profile defining ~~including~~ preferred values for product

features;

c) generating a ranked list of products using preferred values from the user profile,

~~entered in step (b),~~ and product feature data, ~~and feature scoring functions,~~ such

that rankings are based on each product's ~~score for each~~ feature data ~~as computed

using its scoring function, which is then~~ weighted according to the preferred

values;

d) combining generic phrases with feature text snippets for individual features and

user profile text snippets for user profiles to generate a display comprising a

personalized recommendation of a product ~~comparison guide for the products~~

featuring dynamically generated fluent text that is used to convey a product

~~analyses~~ analysis and ~~recommendations~~ recommendation tailored to the user

requirements and preferences; and

e) returning the display to the customer over the computer network.

9. (original) The method of claim 8, in which step (b) further comprises the step of storing the

preferred values in a user preferences database.

10. (original) The method of claim 8, in which the preferred values from step (b) are requested

by specifying a user preference from a database.

11. (currently amended) The method of claim 8, in which the display generated in step (d)

comprises at least a display and explanation of product rankings based on user

requirements and preferences.

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Cancel claim 12.

13. (previously presented) The method of claim 1, further comprising the steps of developing groupings of the features, which serve to organize them thematically, and which groupings can themselves be viewed as features.

14. (previously presented) The method of claim 8, further comprising the steps of developing groupings of the features, which serve to organize them thematically, and which groupings can themselves be viewed as features.